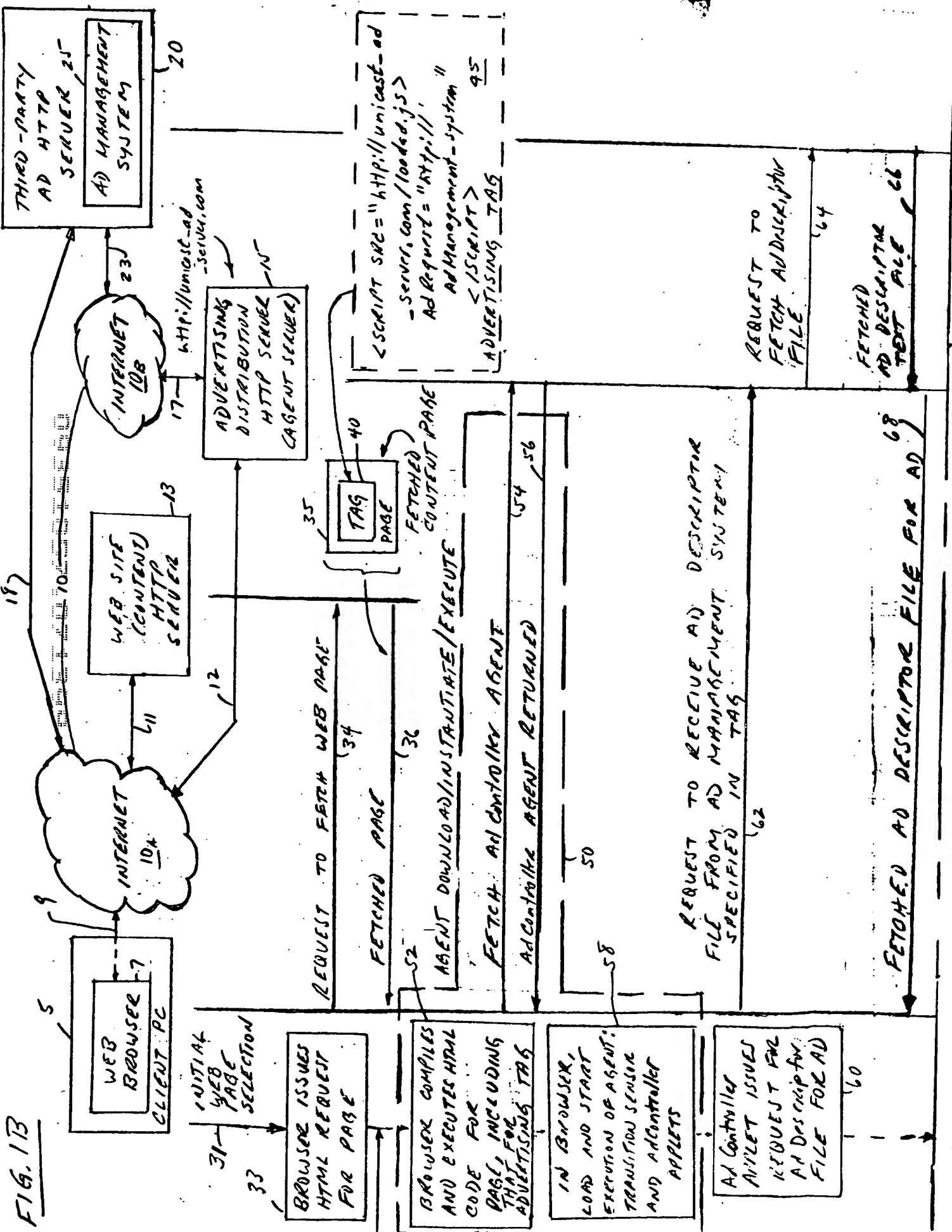


FIG. 1B



70

Ad Controller APPLET
USING MANIFEST
IN AD DESCRIPTOR
FILE, DETERMINES
ALL MEDIA AND
CONTENT FILES
NON-RESIDENT
AT CLIENT PC
AND "POLITELY"
DOWNLOADS
THESE FILES
INTO BROWSER
CACHE ON
LOCAL HARD
DISK

REQUEST TO FETCH NEEDED MEDIA/PLAYER FILE 72

FETCHED MEDIA/PLAYER FILE 74

REQUEST TO
FETCH FILE 74

FETCHED FILE 76

LAST FETCHED MEDIA/PLAYER FILE 98

FIG. 1C

94

TRANSITION SENSOR APPLET MONITORS USER CLICK-STREAM;
AFTER ALL MEDIA/PLAYER FILES HAVE BEEN DOWNLOADED
TO BROWSER DISK CACHE, TRANSITION SENSOR APPLET
INITIATES INTERSTITIAL PLAY OF ADVERTISEMENT
FROM BROWSER DISK CACHE IN RESPONSE TO
USER INITIATED EVENT (E.G. MOUSE CLICK) TO
TRANSITION TO NEXT SUCCESSIVE WEB PAGE; AND
BROWSER ISSUES HTML REQUEST TO DOWNLOAD
NEXT SUCCESSIVE WEB PAGE

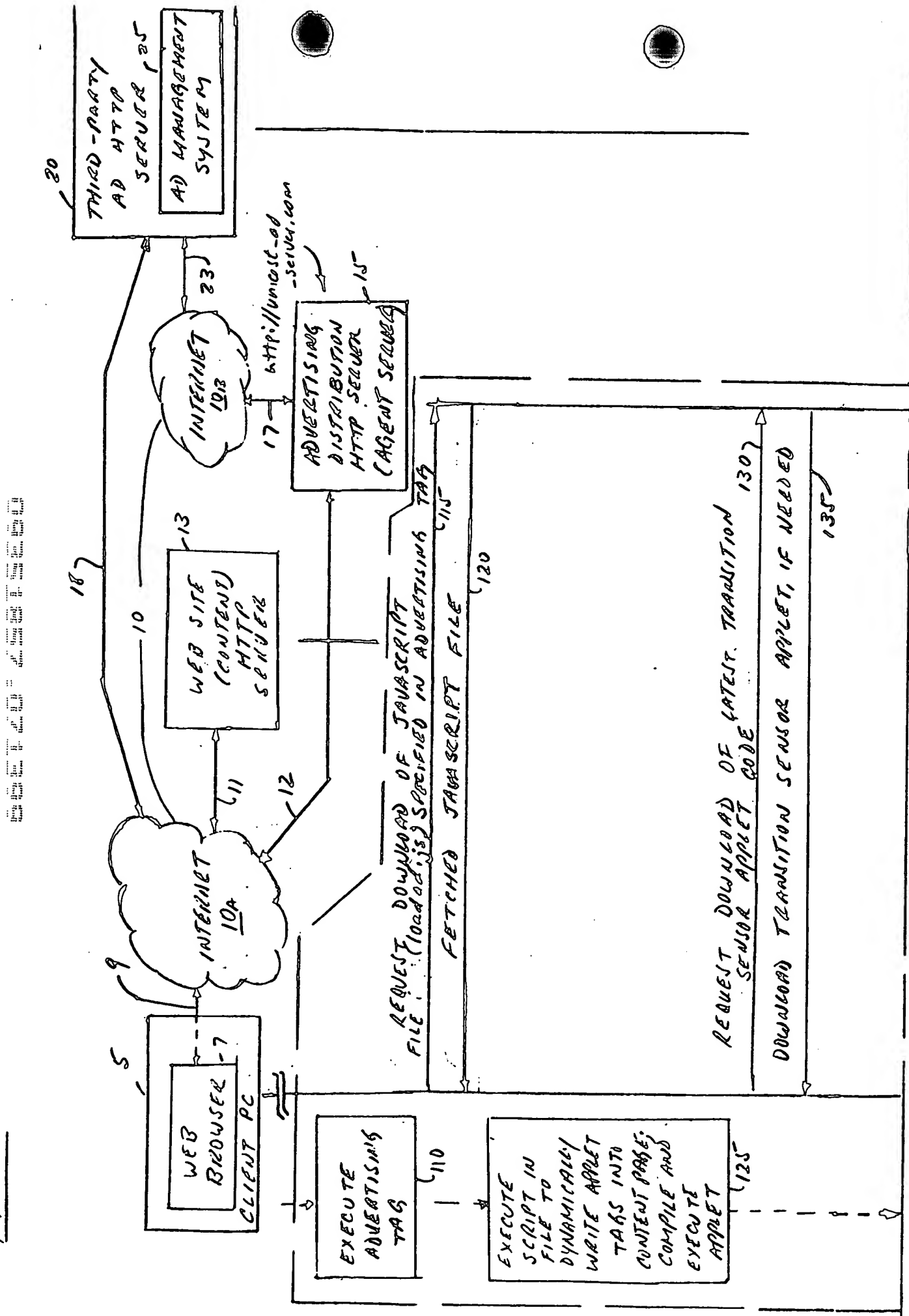
90

FIG. 1B

FIG. 1C

FIG. 1A

FILE



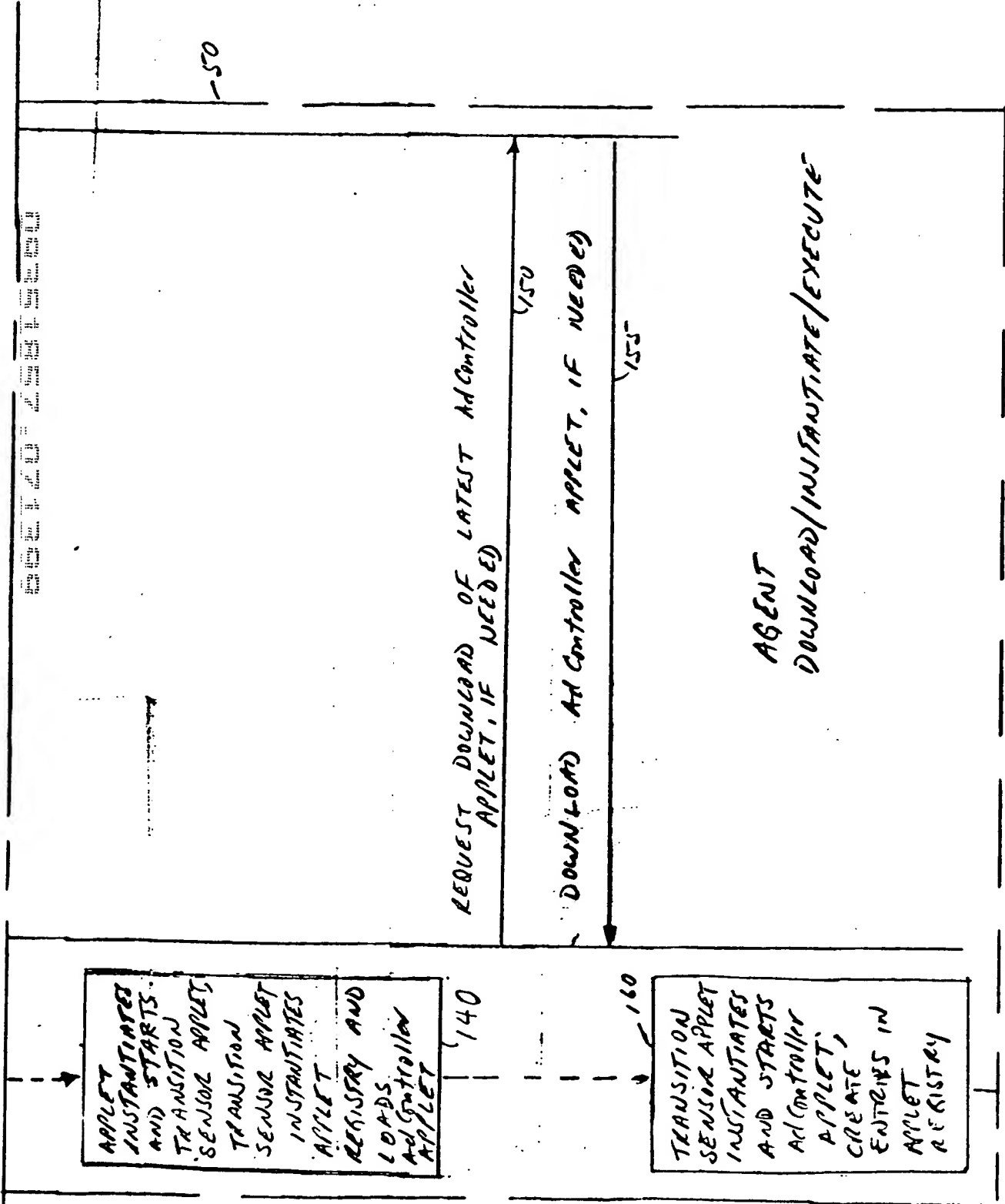


FIG. 1F

FIG. 1D

FIG. 1E
FIG. 1F

REFERRING CONTENT PAGE

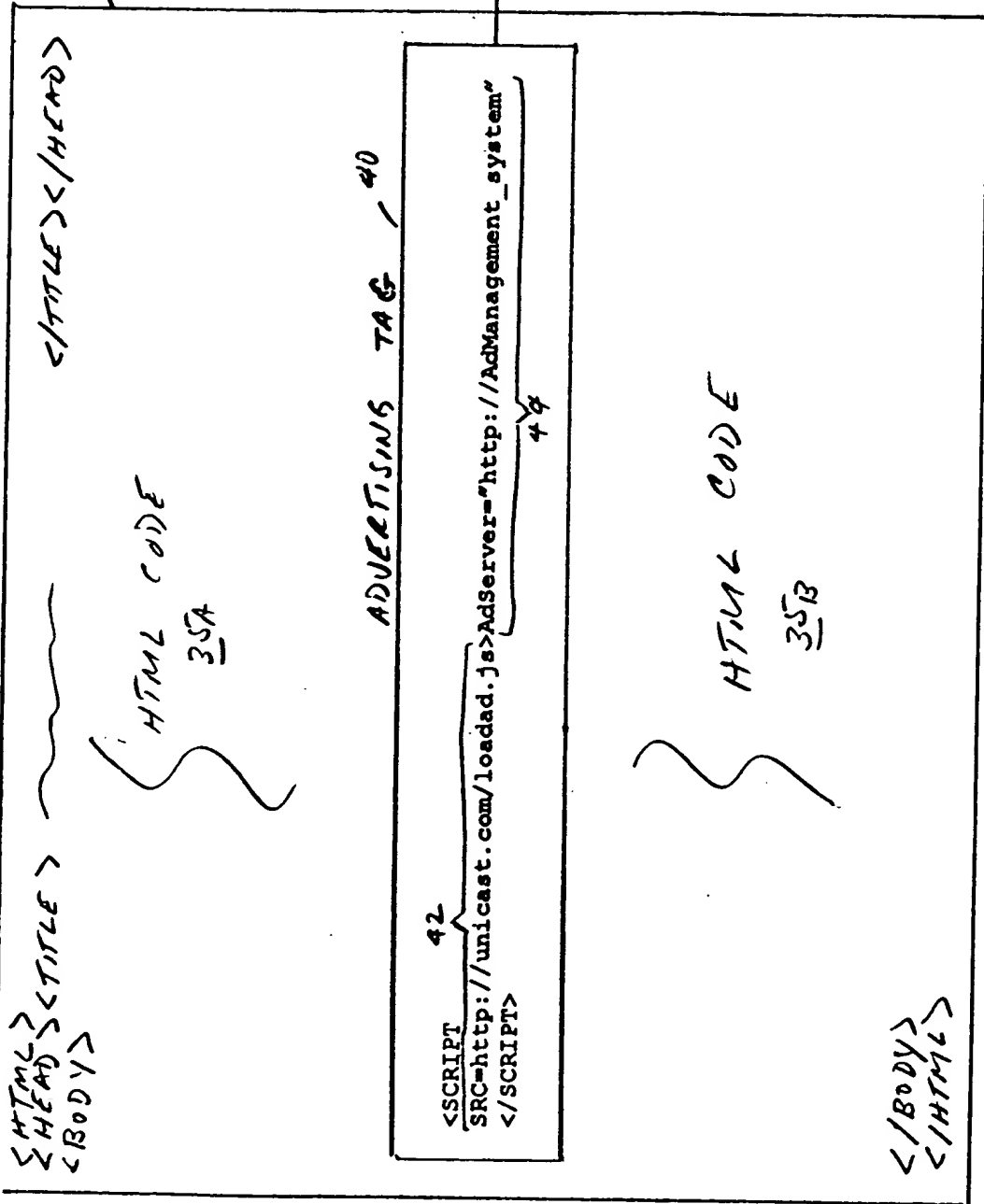
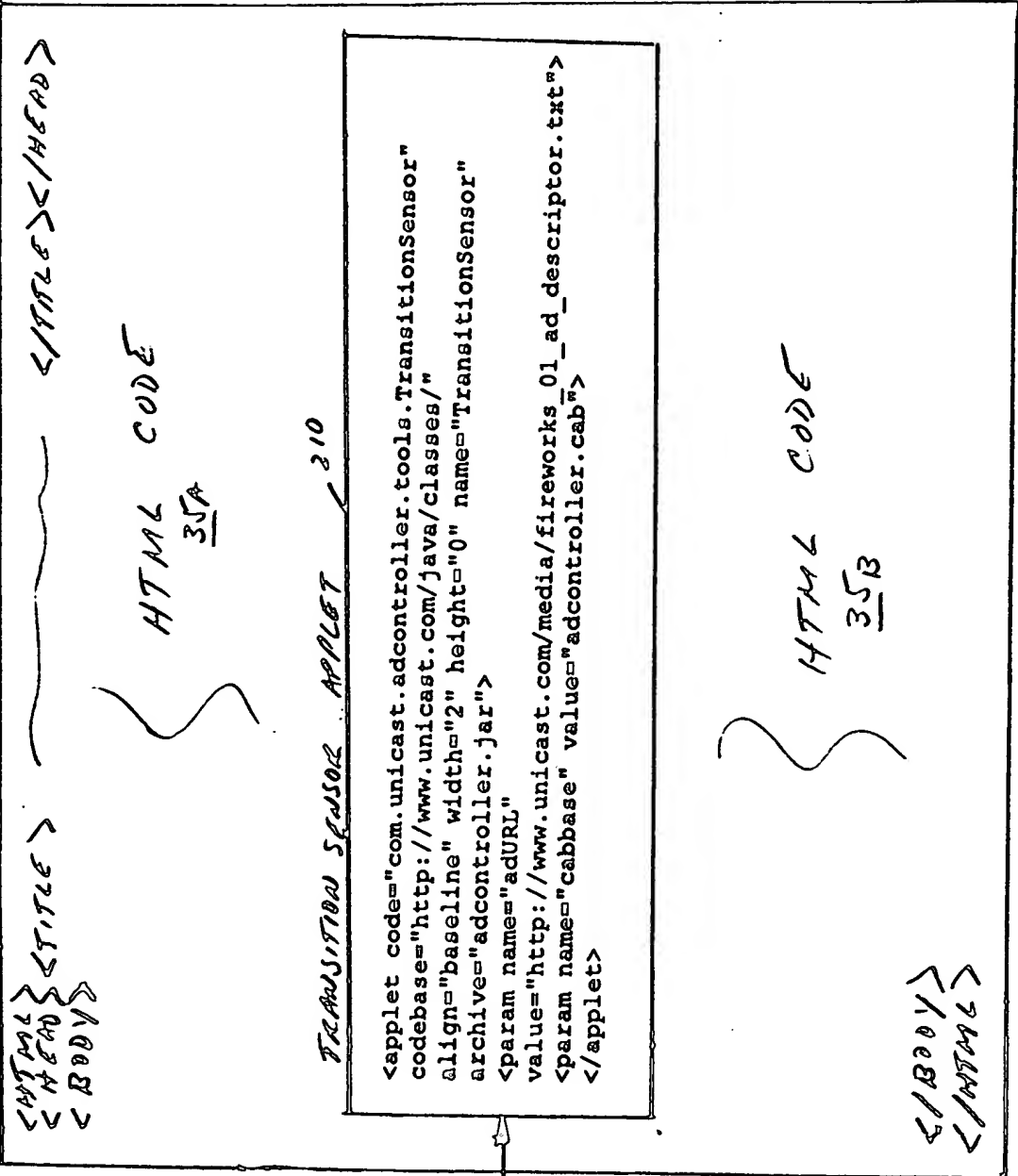


FIG. 2

FIG. 2A	FIG. 2B
---------	---------



300
SCRIPT
(100adad.js)
DOWNLOADED
(FROM AGENT
SERVER) &
EXECUTION BY
BROWSER

DYNAMICALLY
WRITTEN
APPLET
TAGS

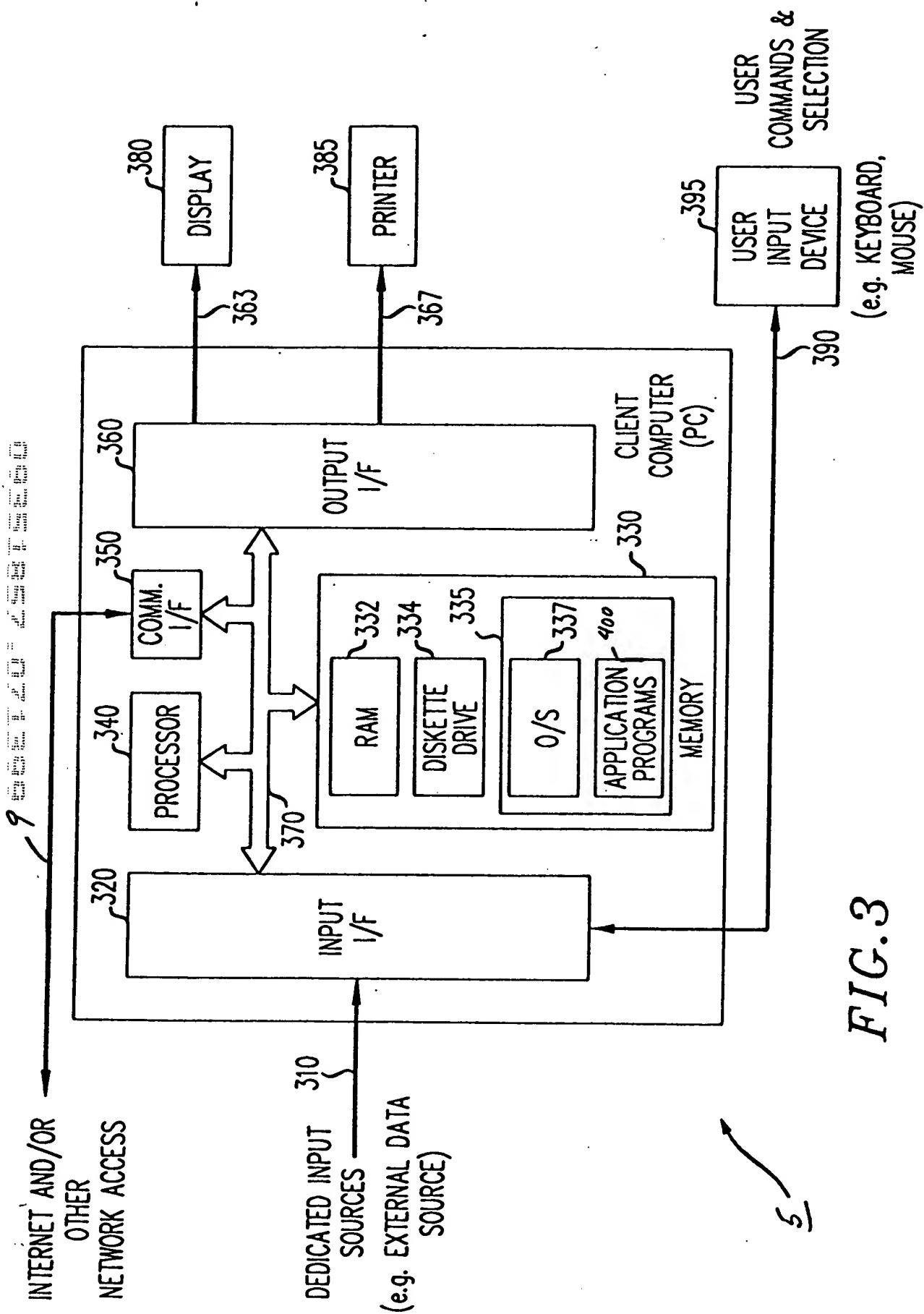


FIG. 3

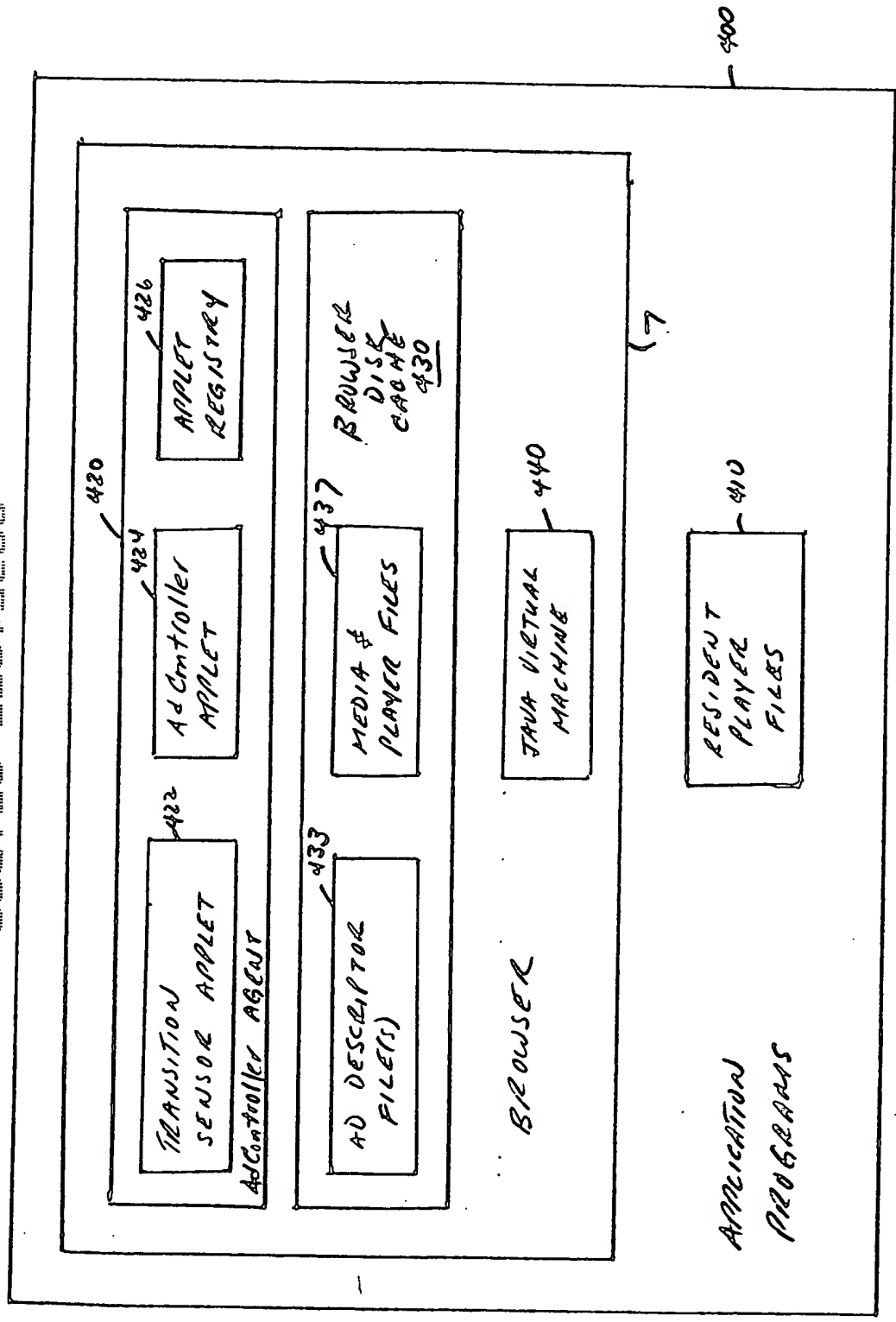


FIG. 4

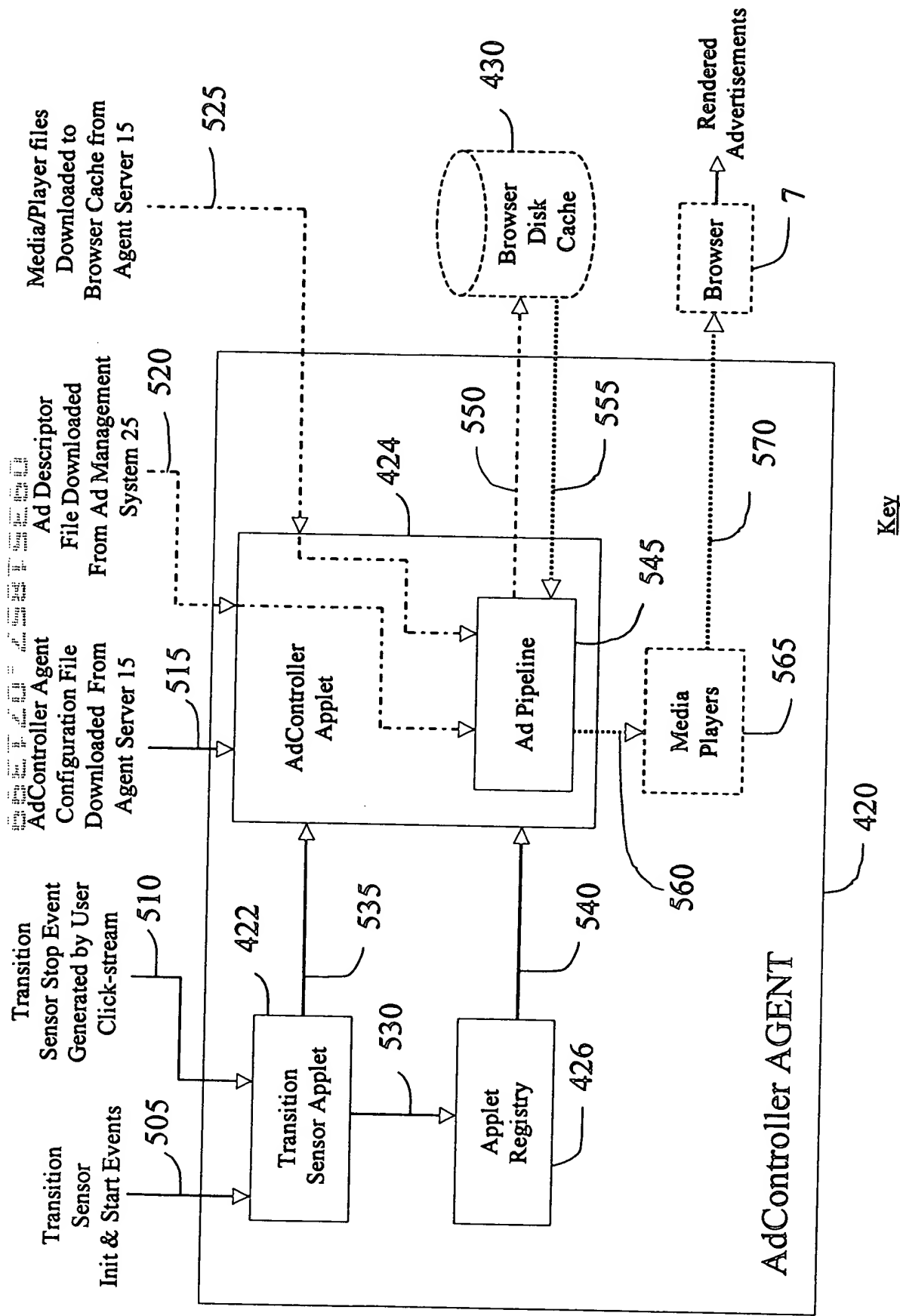


FIG. 5

FIG. 6A

AdController AGENT Processing

600

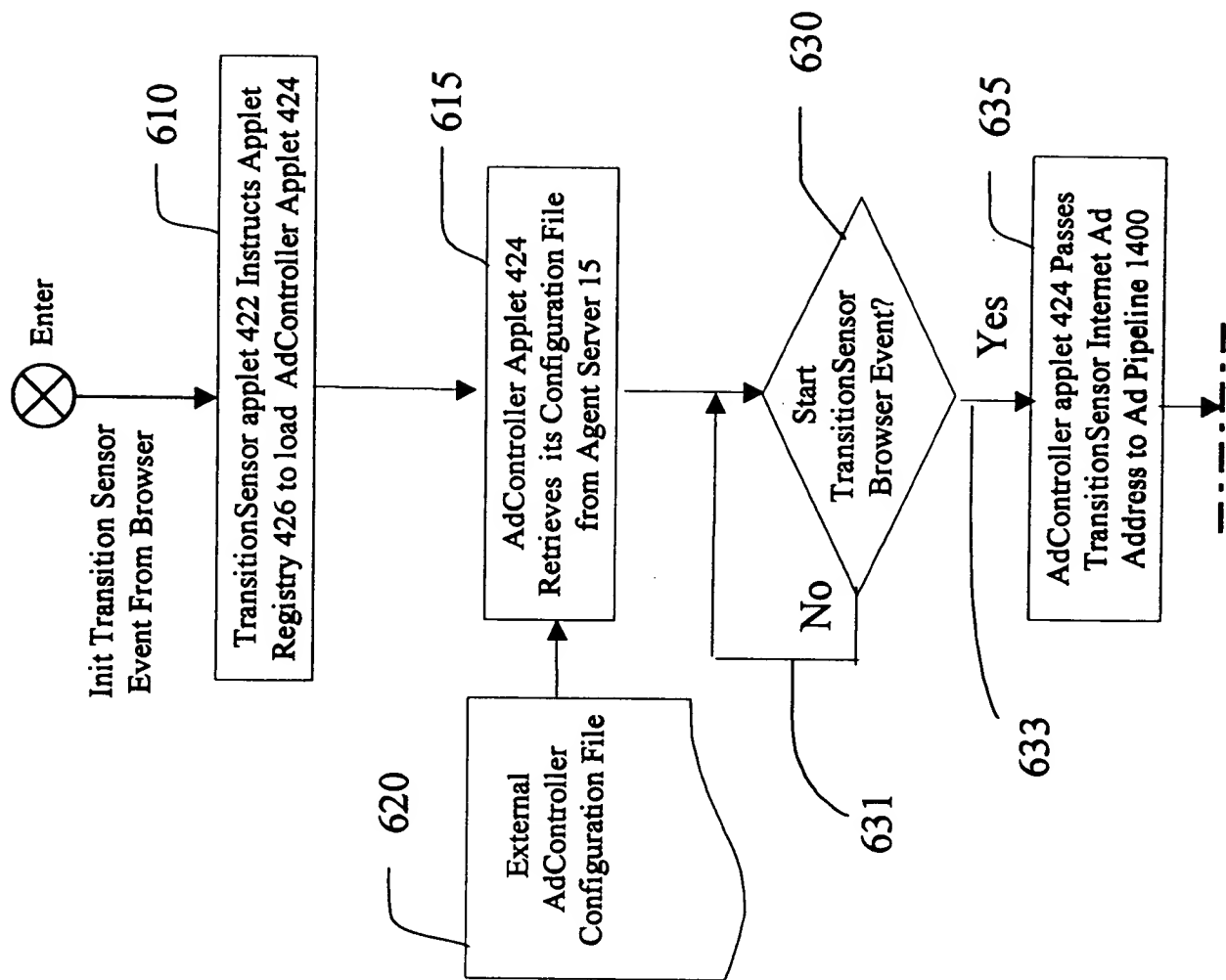


FIG. 6B

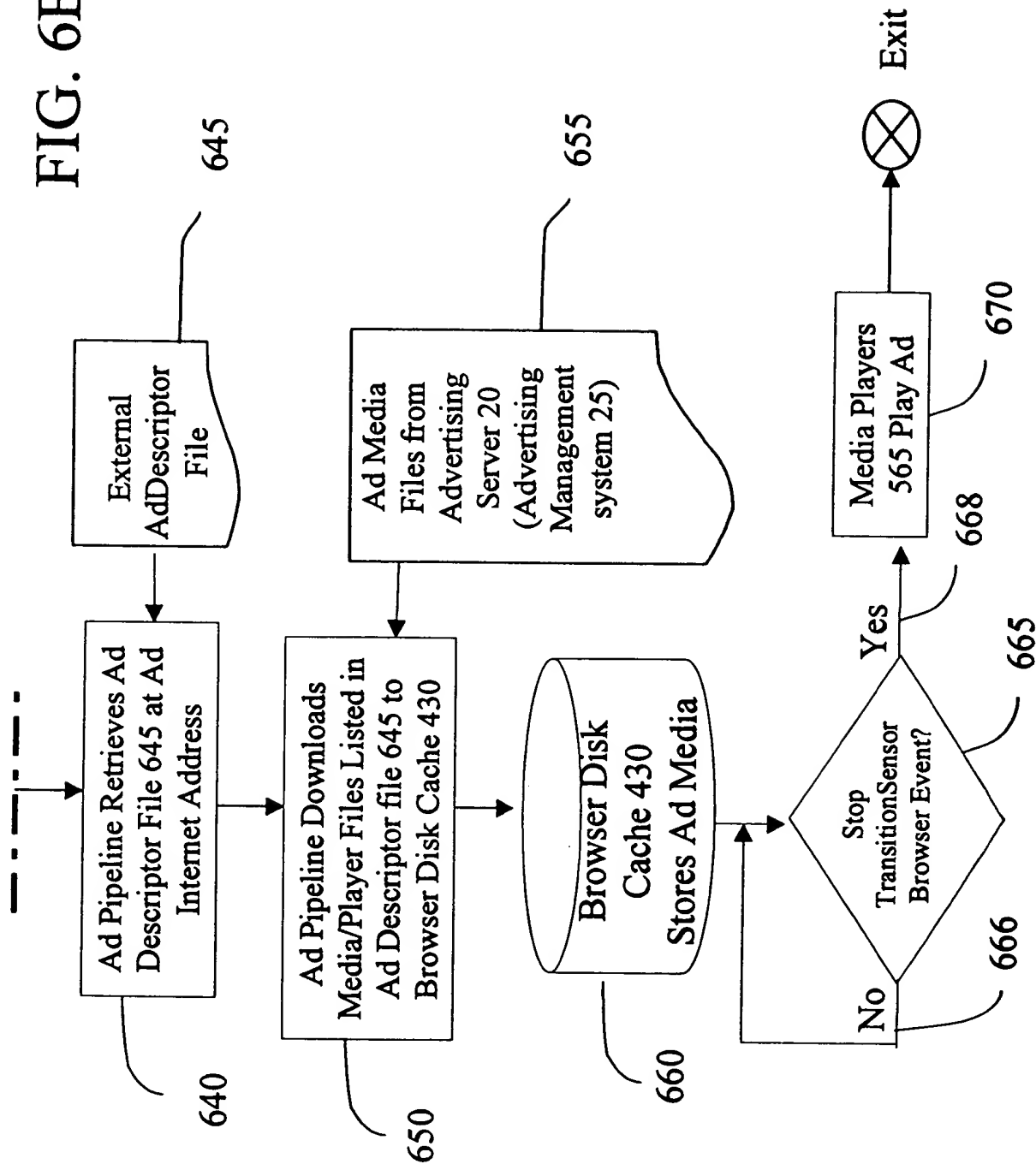


FIG. 6A

FIG. 6B

FIG. 6

FIG. 7

FIG. 7

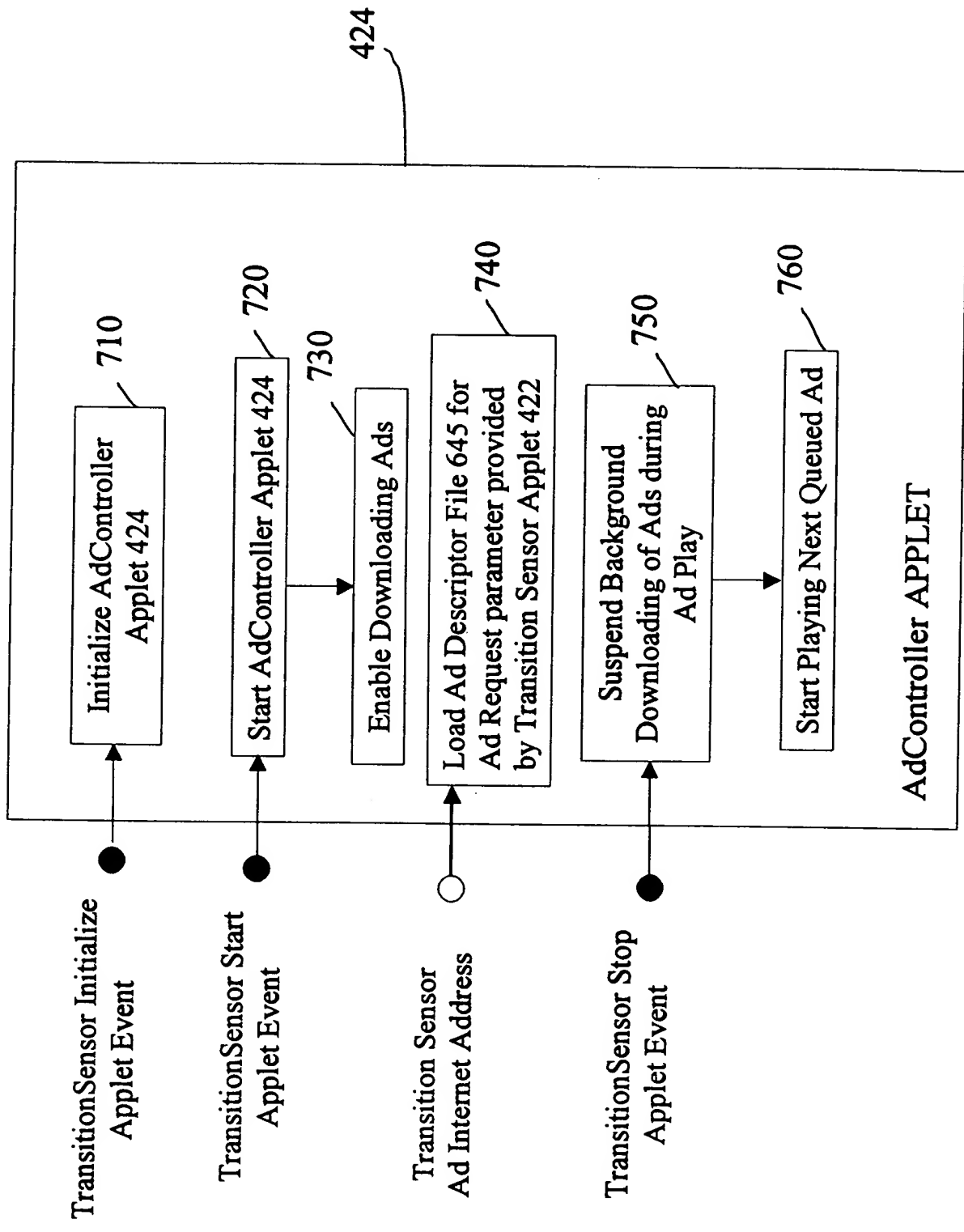


FIG. 8

AdController APPLET Processing

800

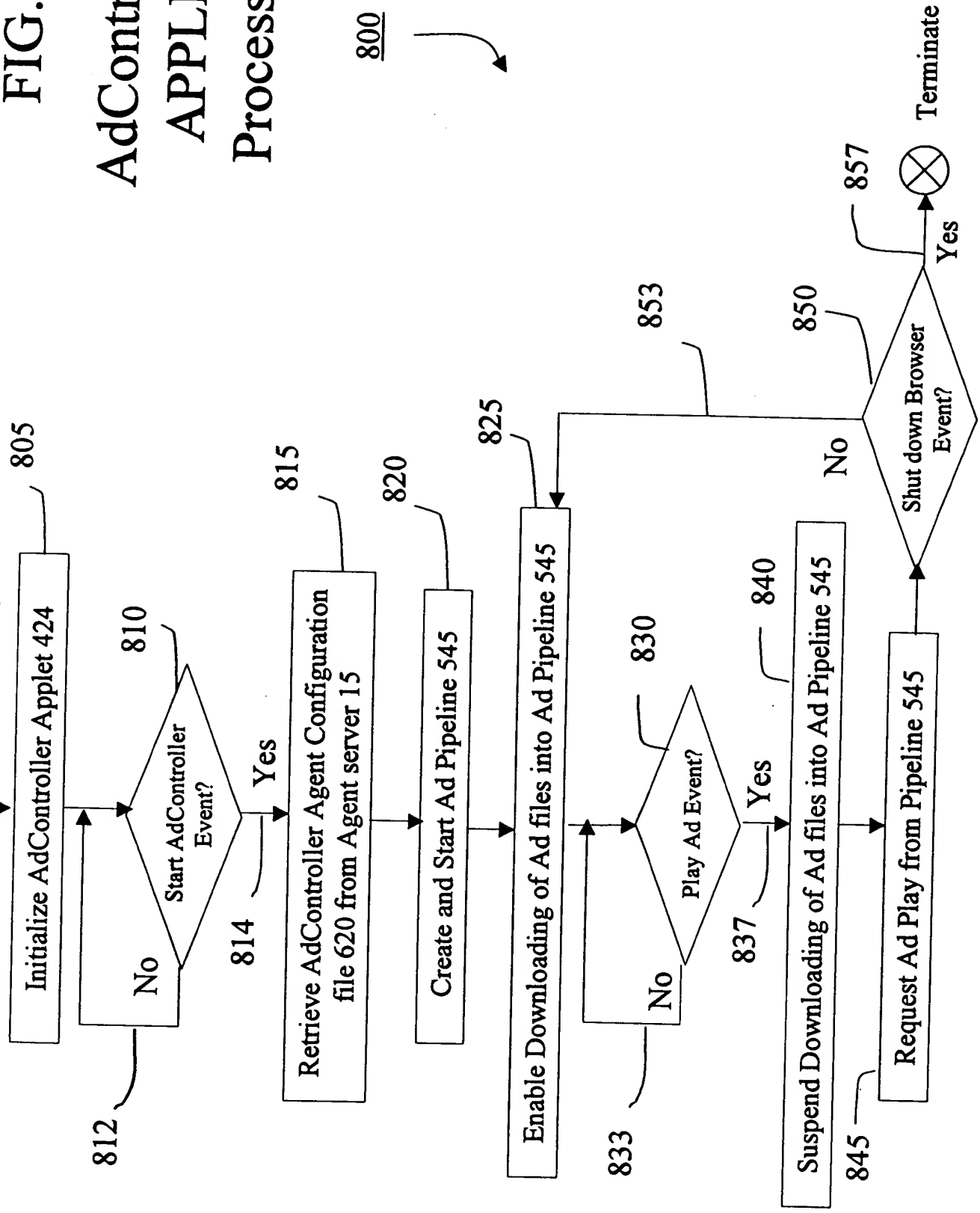
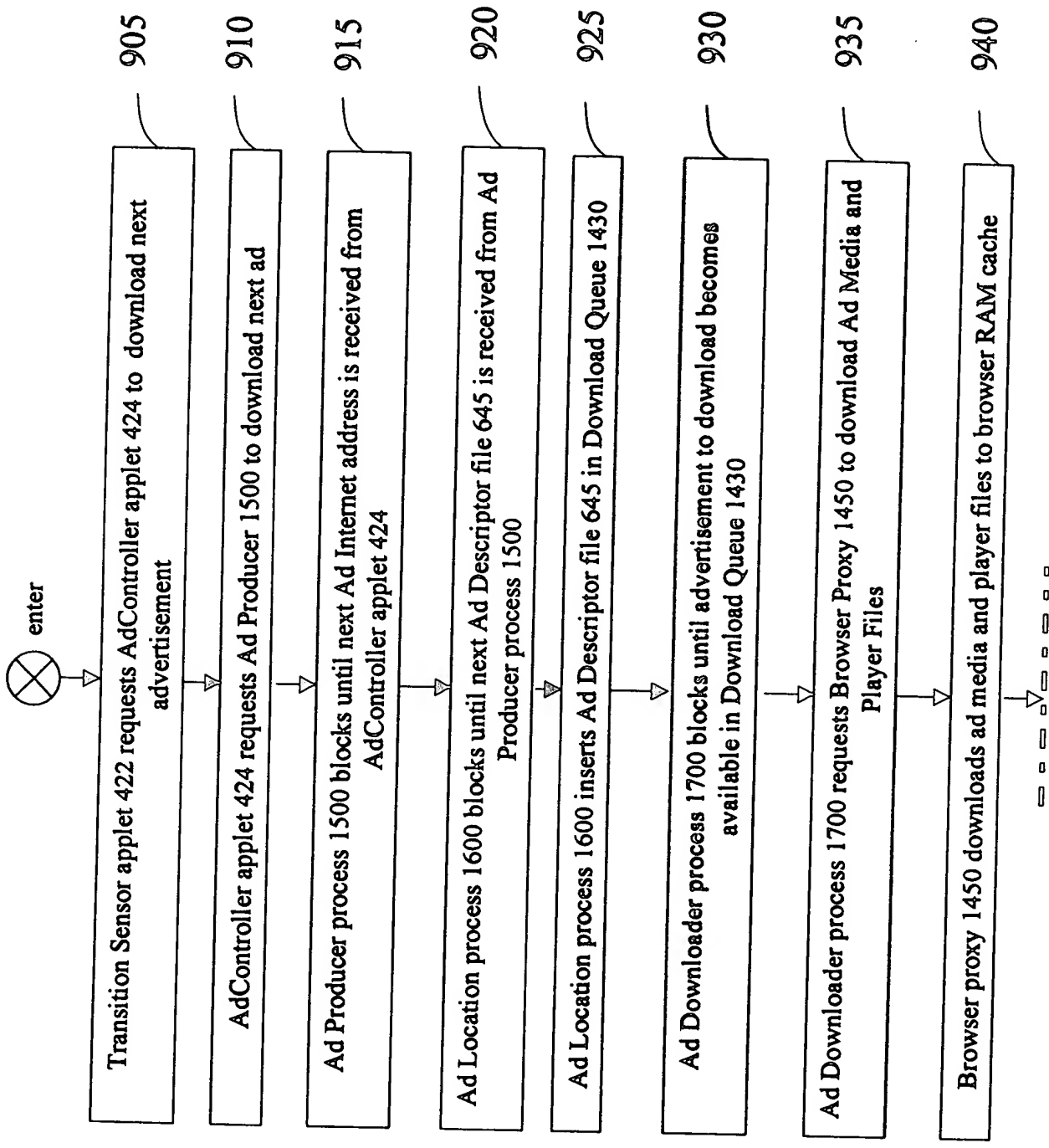


FIG. 9A



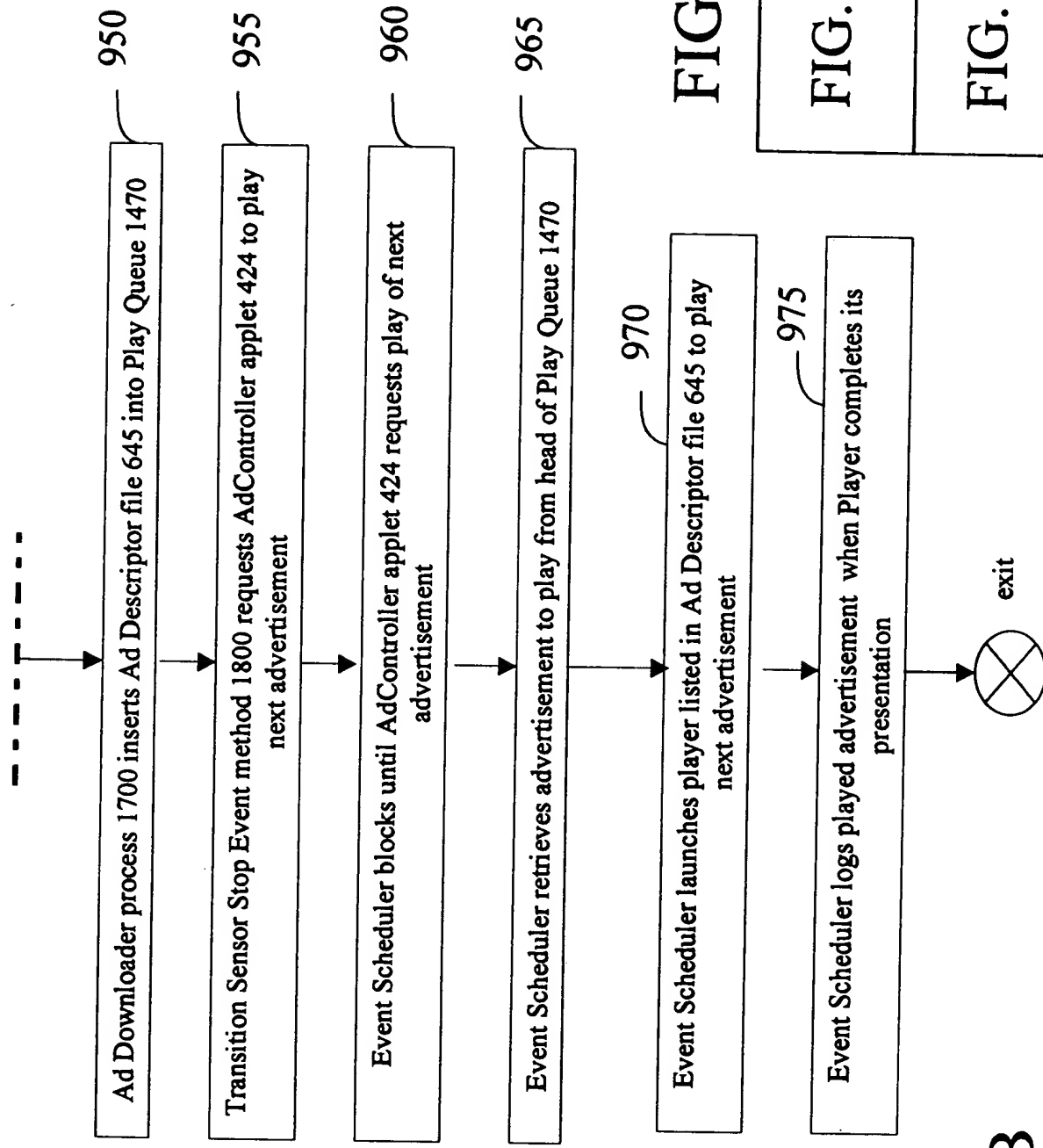


FIG. 9B

FIG. 9

FIG. 9A

FIG. 9B

BROWSER
HTML
COMPIATION
&
EXECUTION

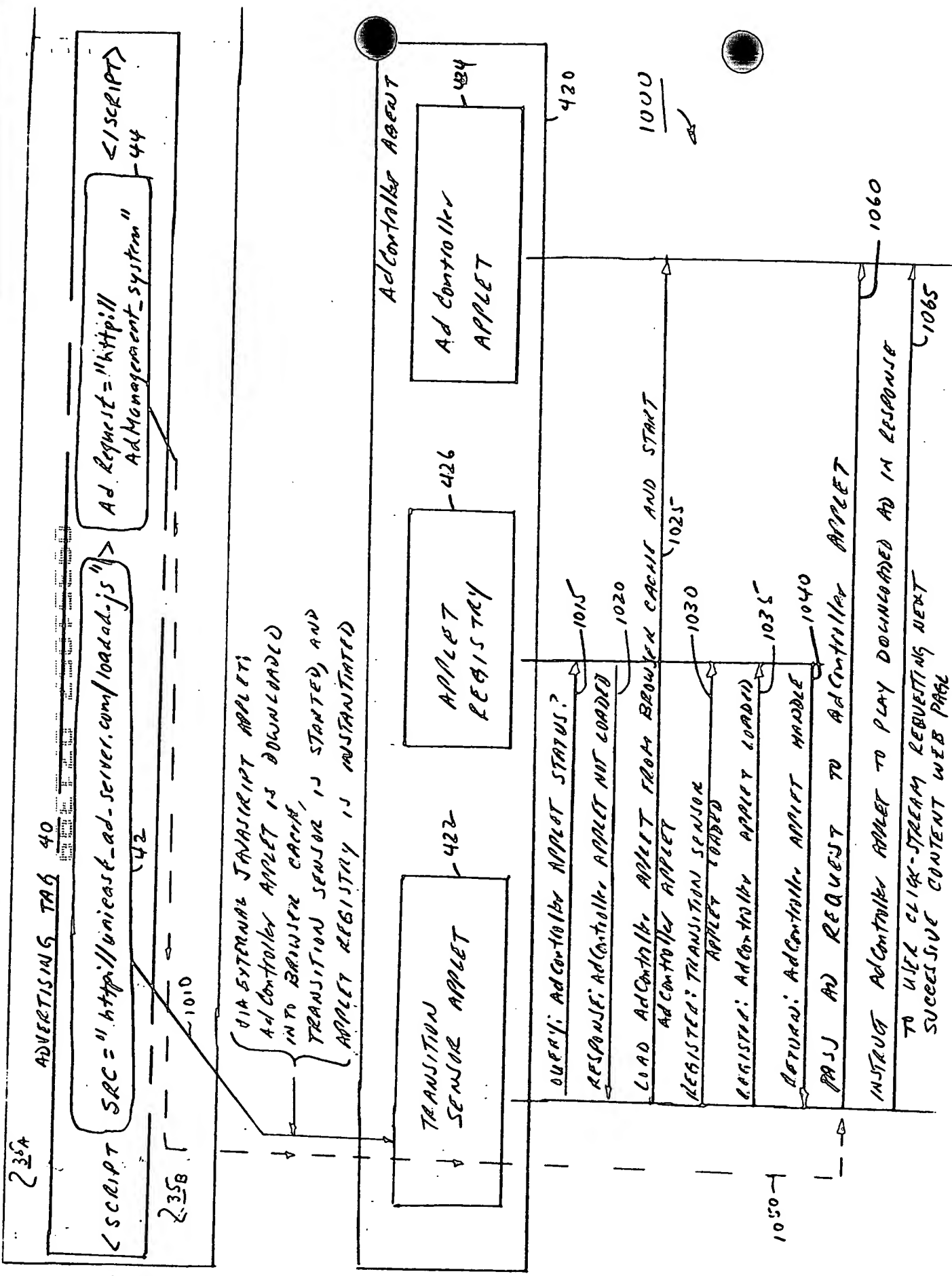


FIG. 11

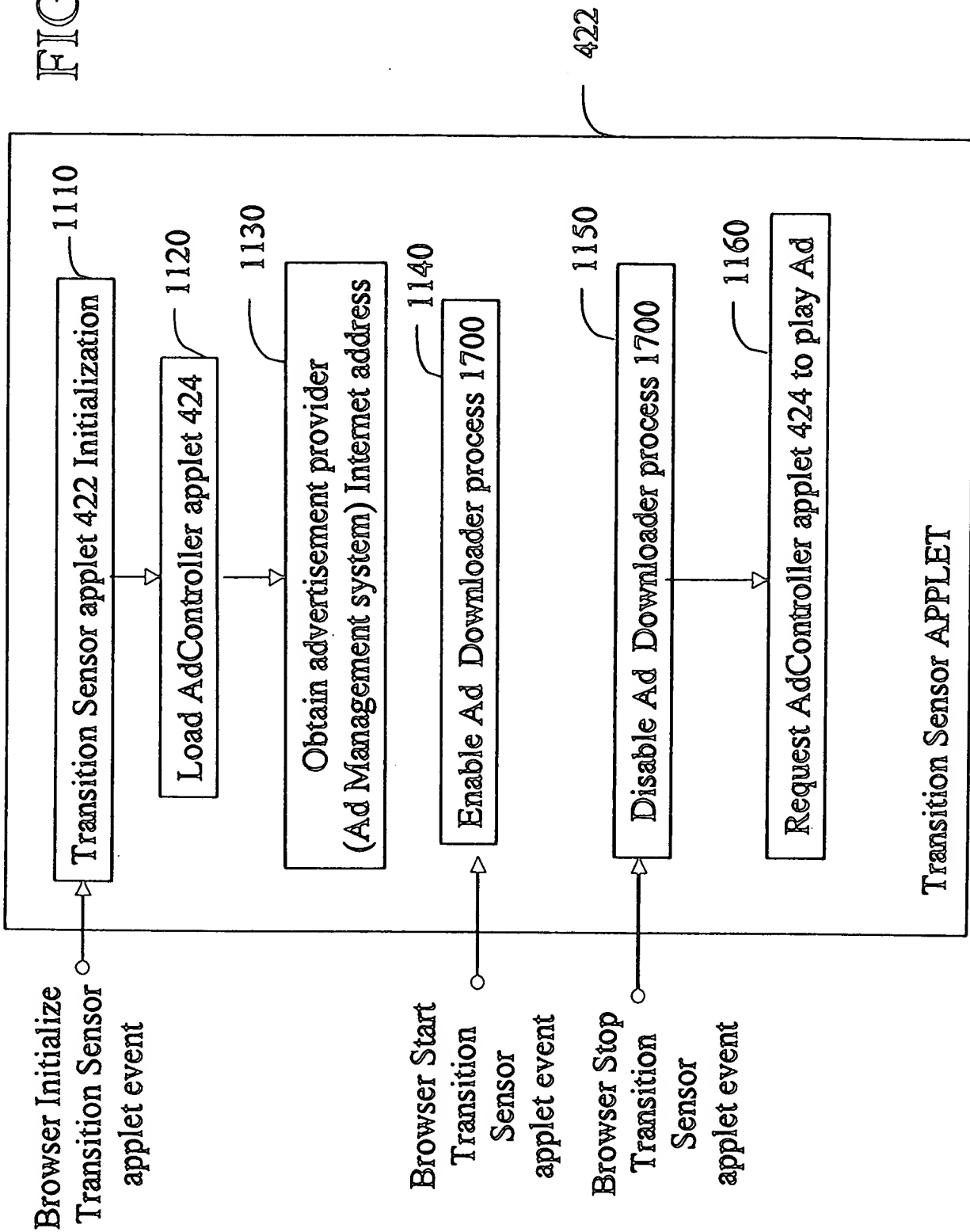
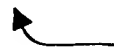
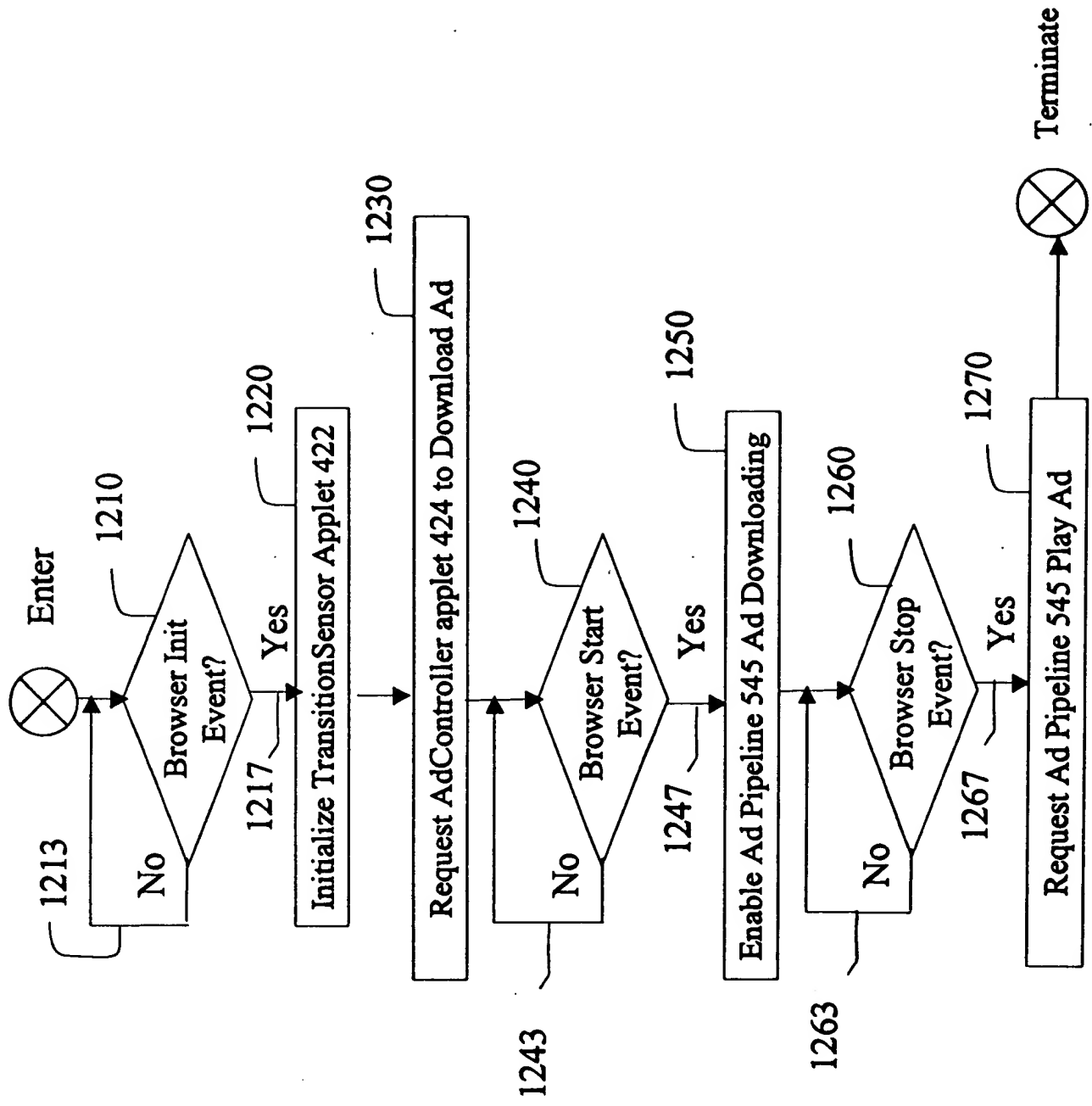


FIG. 12

Transition Sensor APPLET Processing



1200



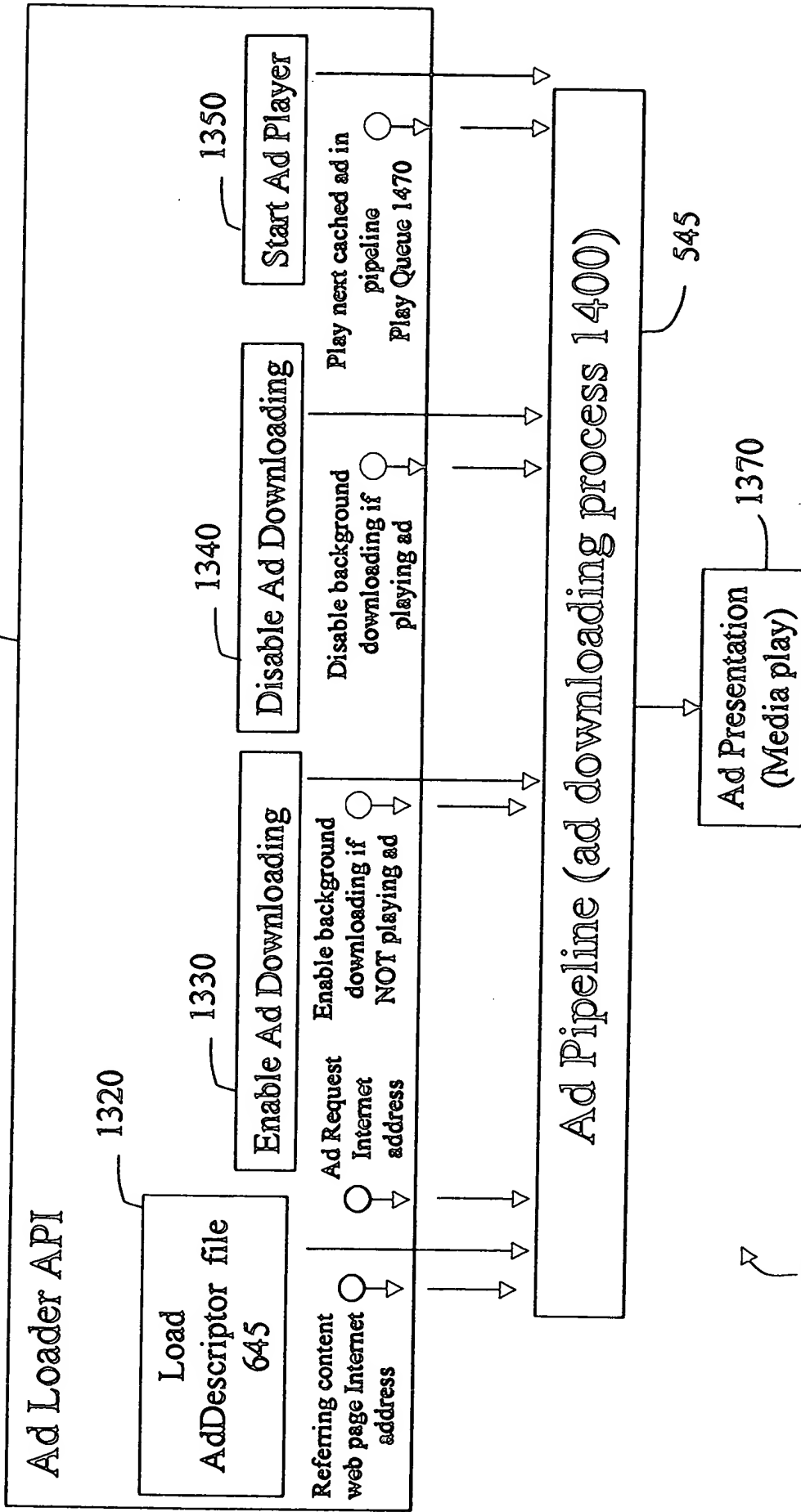
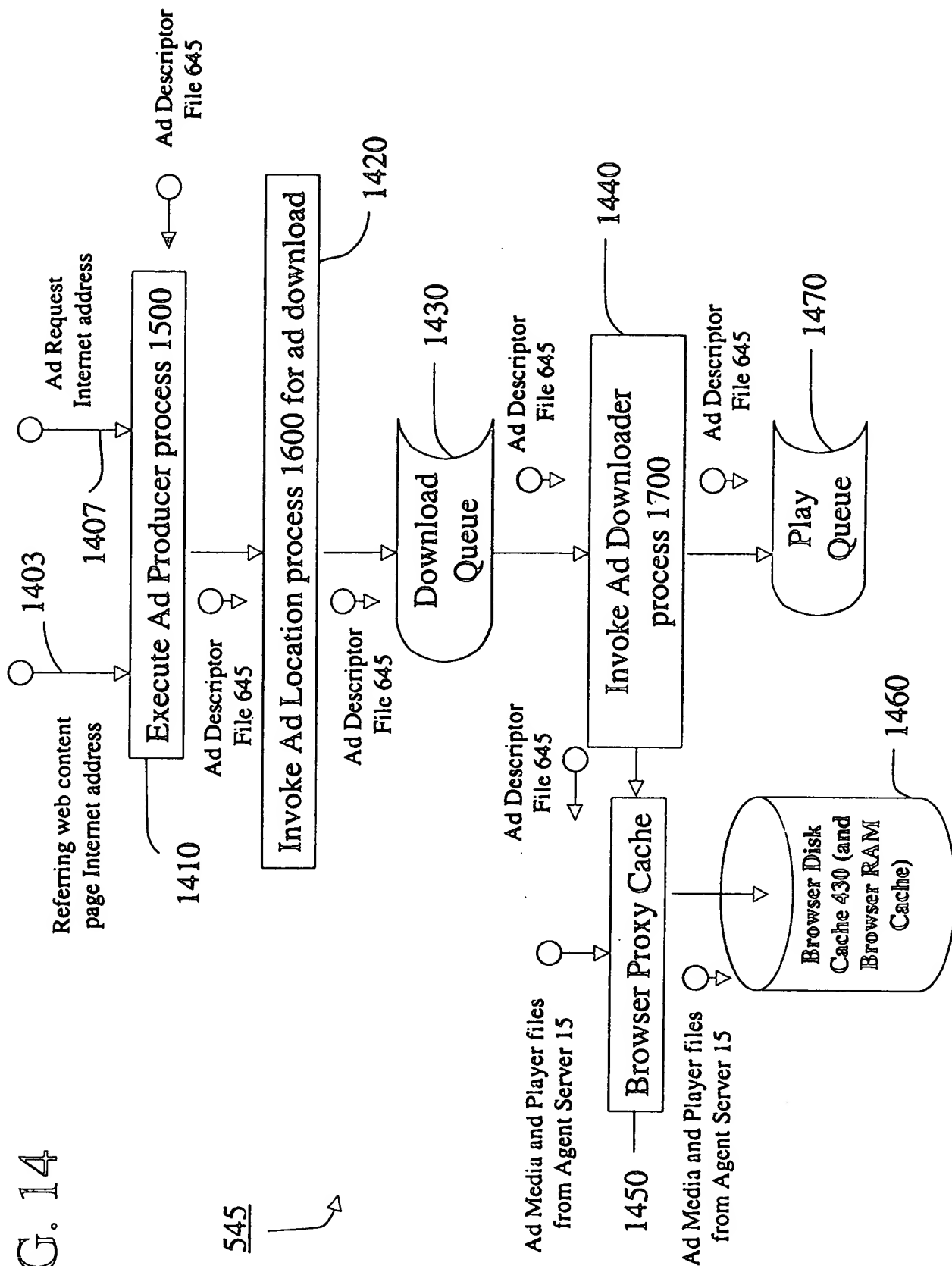


FIG. 13

FIG. 14



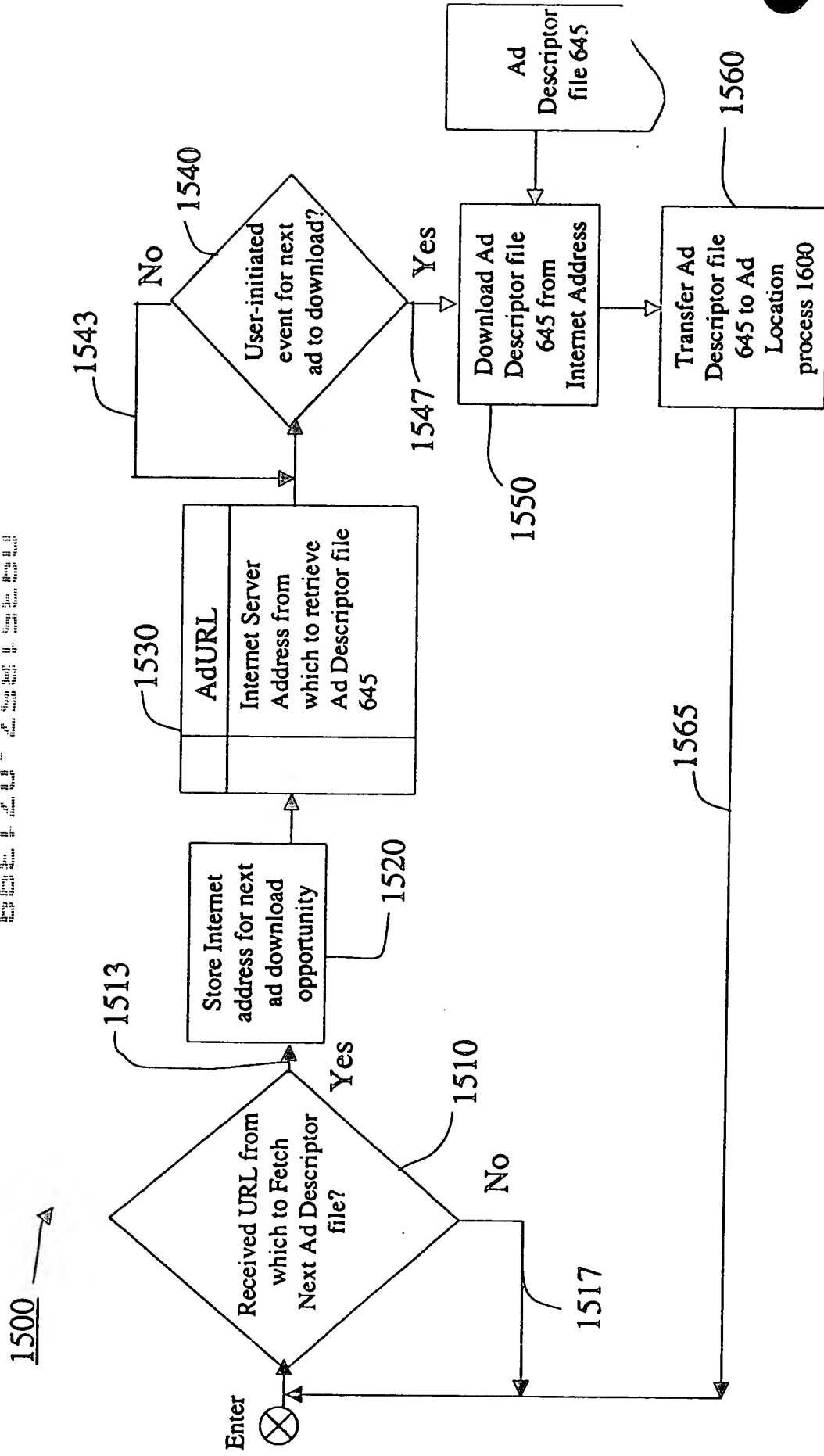
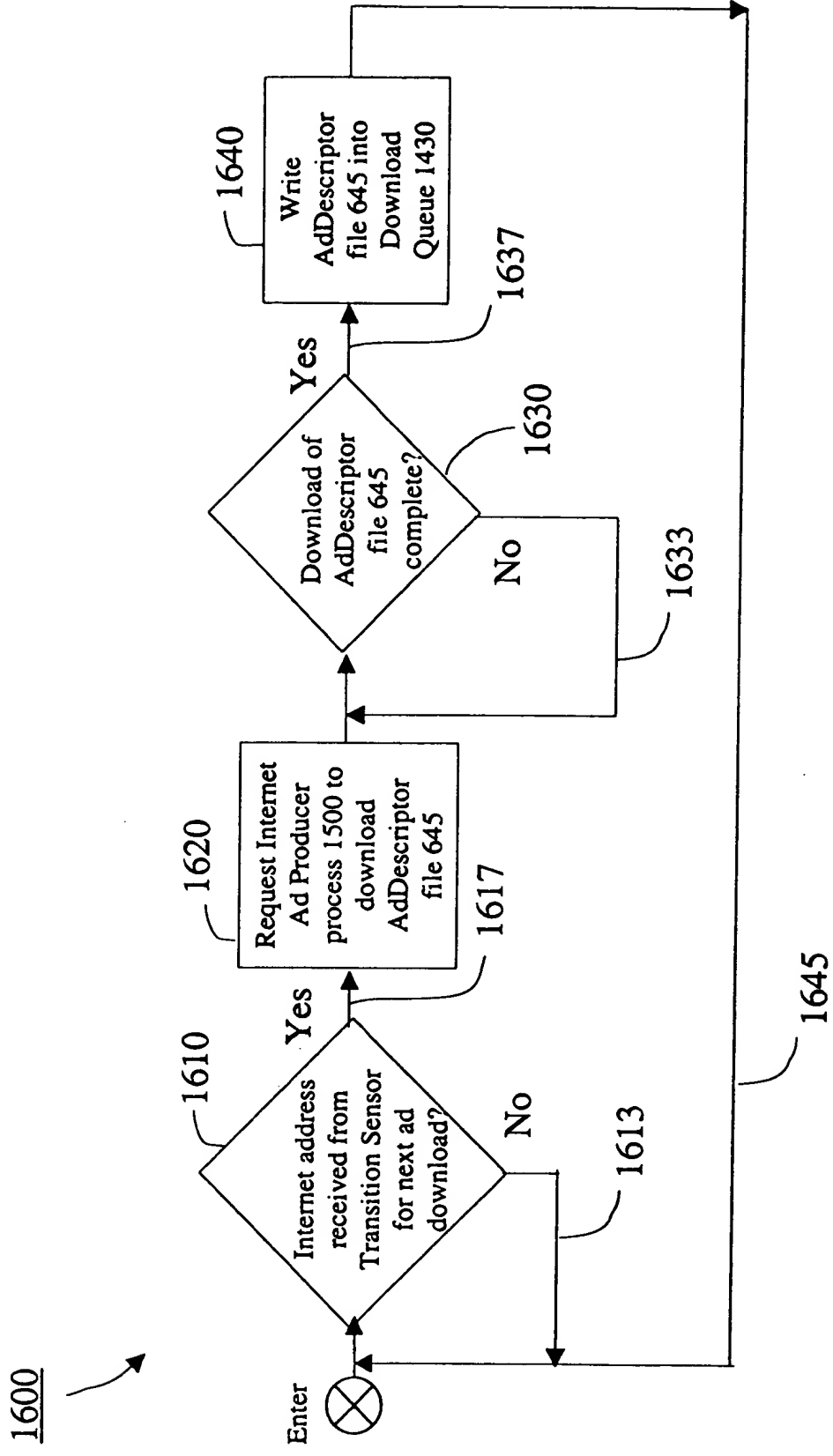


FIG. 15 - Ad Producer Process

FIG. 16 - Ad Location Process



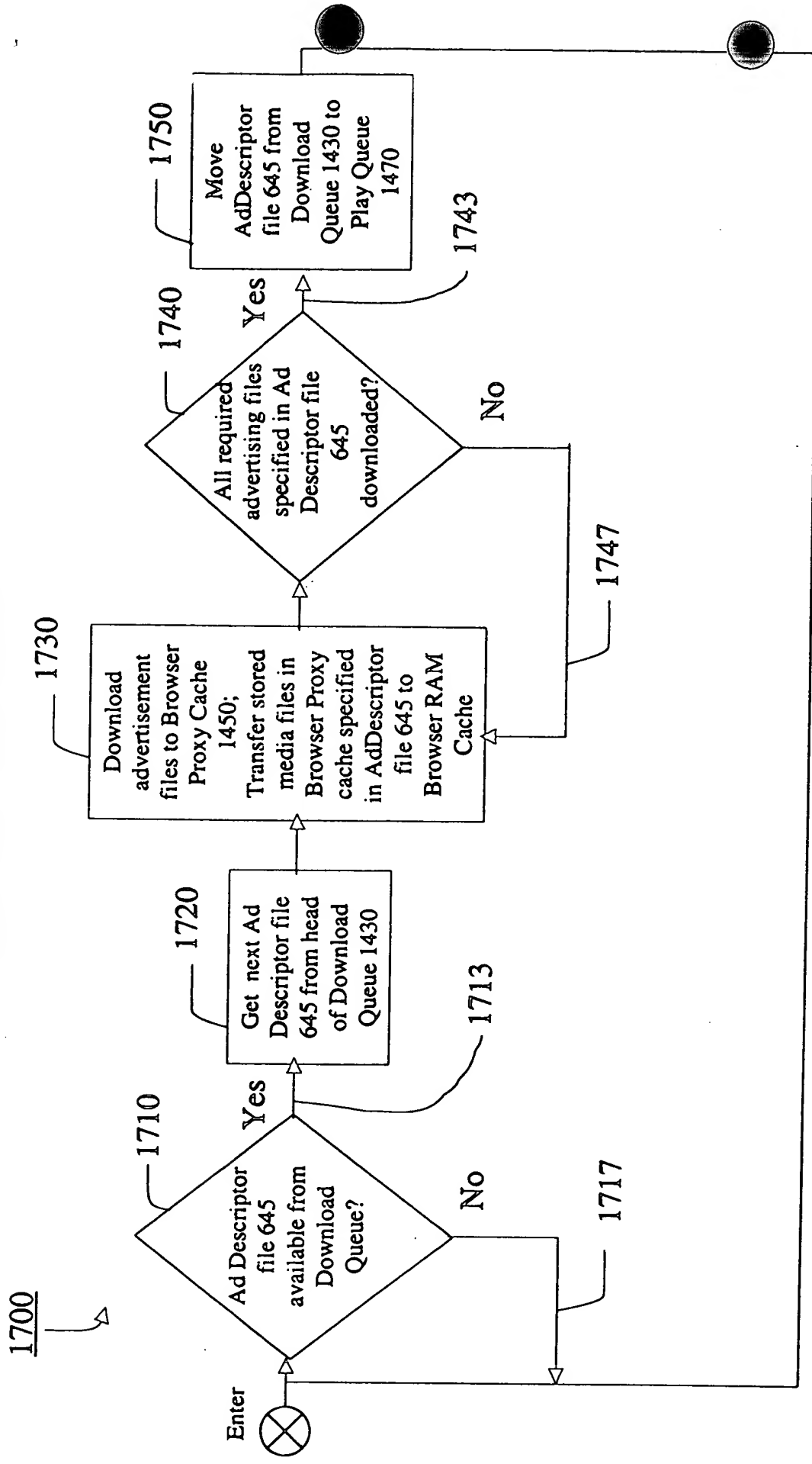


FIG. 17 - Ad Downloader Process

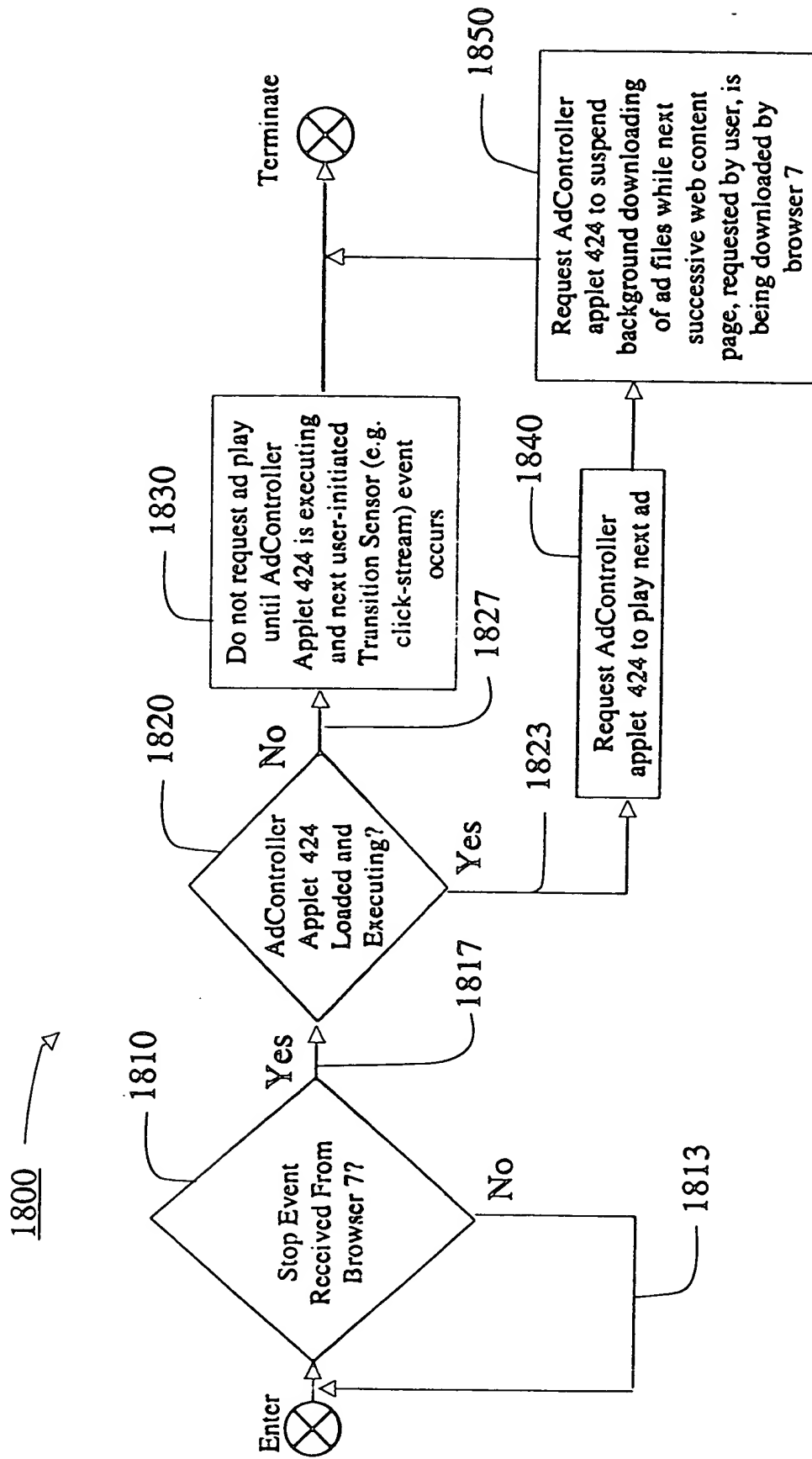


FIG. 18 - Transition Sensor Stop Method

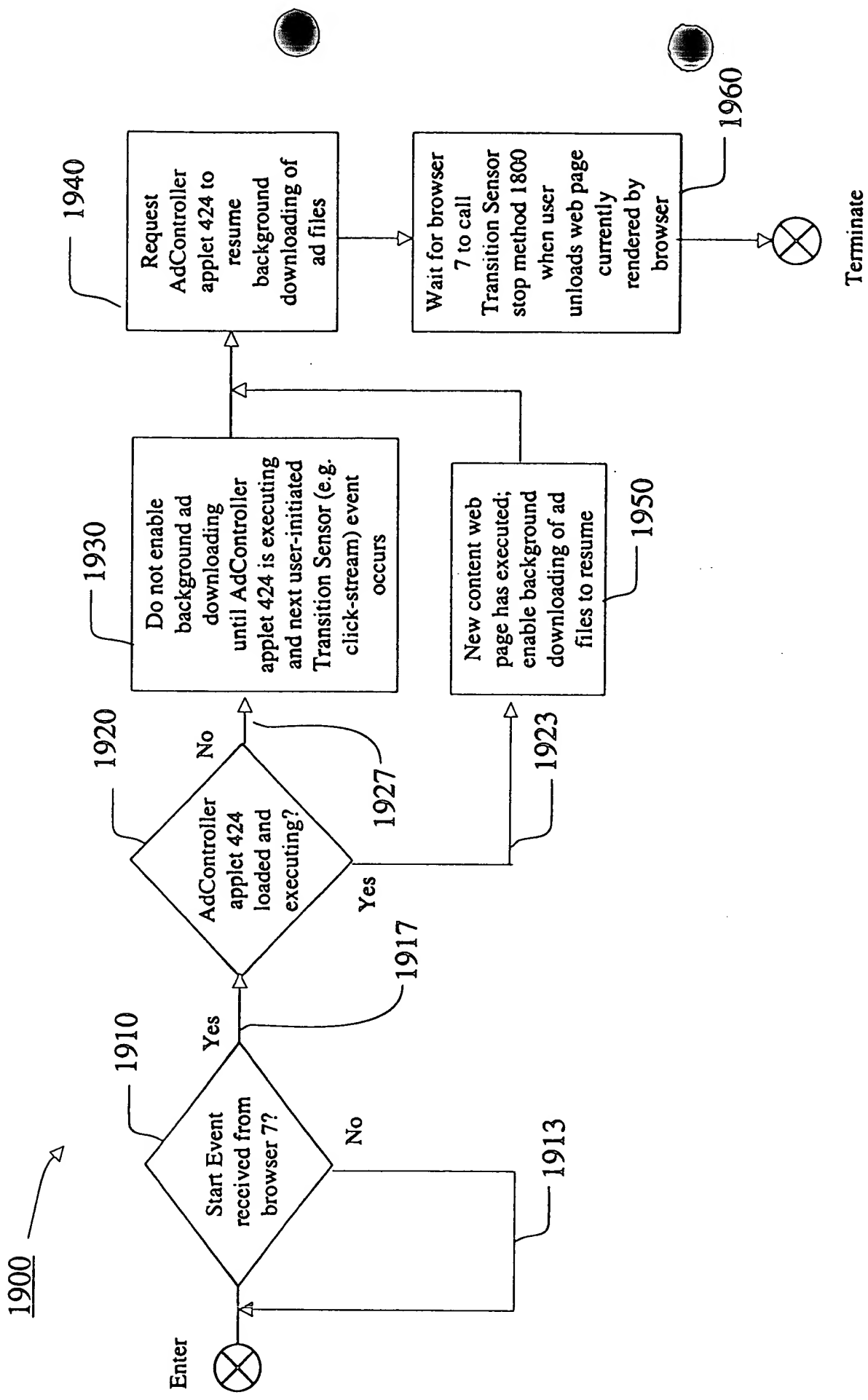


FIG. 19 - Transition Sensor Start Method

Section 1 - Applet Player Java Class Configuration

playerName=AppletViewerPopup
playerClass=com.unicast.adcontroller.players.AppletViewerPopup

Section 2 - Ad Java Classes Configuration

AppletViewerPopup.adAppletName=ANM_AnimationLoaderApplet
AppletViewerPopup.adAppletClass=
com.pointcast.applets.AnimationApplet.ANM_AnimationLoaderApplet

Section 3 - Player Execution Configuration

AppletViewerPopup.windowTitle=AdController PointCast Ad
AppletViewerPopup.playerRefreshRate=1000
AppletViewerPopup.allowExit=true
AppletViewerPopup.xPosition=50
AppletViewerPopup.yPosition=50
AppletViewerPopup.windowWidth=280
AppletViewerPopup.windowHeight=355
AppletViewerPopup.isResizable=false
AppletViewerPopup.secondsWindowIsOpen=180
AppletViewerPopup.secondsToOverlay=1
AppletViewerPopup.closeButtonLabel=Close
AppletViewerPopup.openButtonLabel=More Info
AppletViewerPopup.saveButtonLabel=Save
AppletViewerPopup.openURL=http://www.pointcast.com/

Section 4 - Ad Applet Configuration

A. Ad Applet DocumentBase

AppletViewerPopup.ANM_AnimationLoaderApplet.documentBase=
http://www2.unicast.com/~rlandsma/AdController/MacromediaApplet/

B. Ad Applet Parameters

AppletViewerPopup.ANM_AnimationLoaderApplet.AdToPlay=deepsea.anm
AppletViewerPopup.ANM_AnimationLoaderApplet.AltImage=test.gif
AppletViewerPopup.ANM_AnimationLoaderApplet.MaxCycles=5
AppletViewerPopup.ANM_AnimationLoaderApplet.TargetURL=http://www.pointcast.com/
AppletViewerPopup.ANM_AnimationLoaderApplet.TargetFrame=_top
AppletViewerPopup.ANM_AnimationLoaderApplet.BorderWidth=2
AppletViewerPopup.ANM_AnimationLoaderApplet.BorderType=Standard

C. Ad Applet MediaList

AppletViewerPopup.ANM_AnimationLoaderApplet.mediaURLList=new
AppletViewerPopup.ANM_AnimationLoaderApplet.mediaURLList.size=2
AppletViewerPopup.ANM_AnimationLoaderApplet.mediaURLList.element0=deepsea.anm
AppletViewerPopup.ANM_AnimationLoaderApplet.mediaURLList.element1=animApplet.jar

*FIG 20 - ILLUSTRATIVE AD DESCRIPTOR
FILE CONTENTS
FOR A POINTCAST JAVA AD*

FIG. 9A

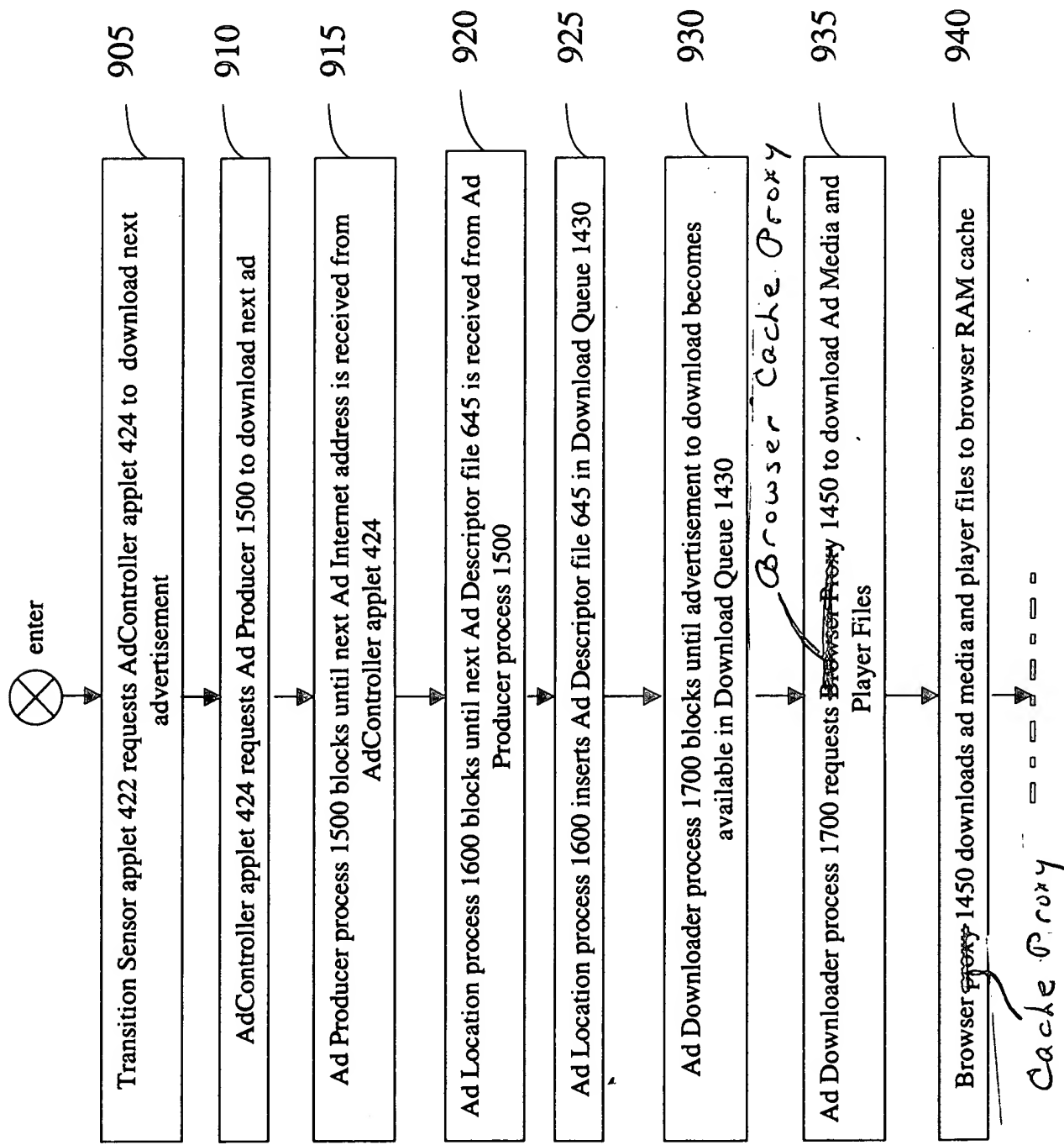


FIG. 14

